002

Parliament Party Zone

Objectives

- Increase brand visibility
- Encourage trial
- Stimulate retail purchase
- Generate names for database
- Enhance imagery

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Source: https://www.industrydocuments.ucsf.edu/docs/smwy0004

003

Parliament Party Zone

Strategies

- Develop a highly visible bar program in:
  - multiple northeast resort markets – winter and summer
  - New York, NY
  - Boston, MA
  - Philadelphia, PA
  - Miami, FL
- Schedule popular clubs in each market
- Take over the club by placing temporary and permanent visibility pieces
- Execute exciting on-site and sweepstakes promotions
- Distribute branded incentives for survey completion
- Provide discounted pack sales

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